

1015 - COMMUNITY INFORMATION MANAGER

NATURE OF WORK

This is responsible community relations and public information work in developing, coordinating and maintaining an extensive program of public education and information, publicity, and news writing. Includes, but is not limited to: preparation of news releases, providing media access, providing agenda briefings and coordinating press conferences as they relate to the activities of the Capital Improvement Projects (CIP) office.

The employee in this classification is responsible for planning, developing, conducting and coordinating a community information and public relations outreach program to create and maintain a favorable public image of and for the City's Capital Projects Program, keeping the public informed of related programs and events.

ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES

Supervises and directs the activities of office personnel in the carrying out of community and neighborhood information projects and programs to accomplish departmental objectives

Guides effective, appropriate service to the public and to City employees by keeping them informed of CIP office activities and projects.

Acts as liaison with Neighborhood Services Department for ongoing projects.

Plans and coordinates special projects of the City to establish and maintain a favorable public image for the City.

Keeps the public informed and conveys to the community the vision for the neighborhood and the need for particular Capital Improvement Projects.

Designs, researches, prepares and/or approves City publications to keep the general public and employees informed of CIP programs and activities, and to promote and improve an effective internal and external communications program.

Coordinates with the City Public Information Officer regarding dissemination of facts and information regarding CIP activities and programs to promote and maintain a positive public image of City government.

Researches, collects and reports various data and information regarding special projects or activities for City officials, and other parties, to use in speeches and/or special reports to aid City decision makers in planning and organizing City meetings and events that meet the needs of the community, and provide effective presentations.

Confers with administration officials concerning the adoption of publicity projects, preparation of data for use in special projects, establishment of public information policies, procedures and related matters, to determine how to best serve the needs and interests of the affected neighborhood, the general public, the media, and City officials.

Reviews and or writes, and distributes news articles for release to newspapers, television and radio stations, journals, and other media sources, to provide the public with information about CIP activities and

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projects.

Organizes and arranges public appearances and speaking engagements and prepares speeches for departmental officials to promote and generate support for CIP activities and programs, and to maintain and improve public relations among in the community.

Acts as a representative of the department, or of the City, by attending various City board and committee meetings to provide information concerning activities and projects and to answer questions or inquiries.

Acts as a liaison or spokesperson for the City with the media at public events, appearing on radio or TV broadcasts, or at speaking engagements, so as to provide a positive public image of CIP programs, and to provide information about City activities.

Serves as meeting facilitator.

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Ability to plan and organize effective educational and informational programs.

Ability to edit, analyze and evaluate the information material prepared by others.

Thorough knowledge of journalistic principles and practices and the techniques of planning, composing and editing publicity material.

Thorough knowledge of English usage and the requirements of press, radio and television broadcasters.

Considerable knowledge of City and departmental rules, regulations, procedures, functions, operations and policies.

Considerable knowledge of the principles and practices of public relations, advertising, and public information.

Ability to write and assemble interesting and informative news releases, pamphlets, brochures, scripts, speeches, and related publicity materials.

Ability to use lettering, graphic, audio-visual and related equipment.

Ability to create and maintain effective working relationships with elected and appointed officials, industry representatives and representatives of other governments, media representatives and the public.

Ability to express ideas, facts, and information in a clear and concise manner, verbally and in writing, to individuals or groups.

Ability to supervise and direct employees effectively.

Ability to collect, analyze, and interpret data and information, and to formulate conclusions and recommendations, using independent judgement.

MINIMUM REQUIREMENTS

Considerable experience in public relations and business administration; graduation from an accredited college or university with major course work in Public Relations, English, Sociology or equivalent. Extensive related experience may be substituted for the educational requirement.

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PHYSICAL REQUIREMENTS

Must have the use of sensory skills in order to effectively communicate and interact with the public and other employees through the use of the telephone and personal contact. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to, word processor, calculator, copier, and fax machine. No significant standing, walking, moving, climbing, carrying, bending, kneeling, crawling, reaching, and handling, sitting, standing, pushing, and pulling.

SUPERVISION RECEIVED

General supervision is received largely through conferences with the Capital Improvements Projects Director and Assistant City Manager. Work is conducted with considerable independence and reviewed for effectiveness through appraisal of community response.

SUPERVISION EXERCISED

Supervision is exercised over department and other City employees on an ad hoc, as needed, basis.

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